

New Directions Resulting from the CCC Priorities Review

December 5, 2018

Market Access and Competitiveness

- More than 90% of canola is destined for export markets, and the impact of regulation and trade agreements is growing. Therefore, market access and government advocacy remain top priorities of the full canola value chain.
- The CCC is bolstering its capacity to address market access and policy issues, drawing on its highly experienced team in Ottawa and the scientific expertise of its crop production and innovation team. These skill sets are essential as the industry advocates for science-based approaches to market access, policy and regulatory issues.
- The CCC will continue its strong advocacy on canola-specific issues in partnership with the Canadian Canola Growers Association and Canadian Oilseed Processors Association.
- Members can also expect to see more advocacy on cross-commodity issues, with the CCC providing leadership and additional support to the Canada Grains Council and Canadian Agri-Food Trade Alliance. More synergies will be achieved through the service agreement signed earlier this year with the Flax Council of Canada.

Sustainable Supply

- CCC crop production and innovation activities are centered on maintaining and building the supply of canola for the Canadian canola industry.
- Activities to support this objective will align on four priorities:
 - Research leadership and coordination
 - Knowledge creation and transfer
 - Preparing for emerging threats
 - Supporting regulatory and market access efforts
- The CCC will continue to lead and coordinate national research funded through partnerships, such as the Canola AgriScience Cluster (funded by the federal government, provincial canola grower associations and industry) and the Canola Agronomic Research Program (funded by the provincial grower associations).
- The CCC will continue to provide credible, evidence-based data and knowledge to support all areas of CCC activity – from production issues though to supporting market access objectives.
- CCC agronomy specialists will increase their focus on individual areas of specialization – such as clubroot, blackleg, stand establishment, etc. – while continuing to have geographic responsibilities.
- To allow more support for these priorities at a time of reduced resources, the CCC crop production and innovation team will change the way it supports knowledge transfer.
 - There will be less emphasis on individual field walks and on-farm support, and more focus on engaging commercial agronomy in effective delivery and amplification of knowledge and best management practices to growers.
 - The outreach activities of commercial agronomists will be coordinated through a new CCC Sustainable Supply Committee charged with coordinating industry agronomy

communications to ensure knowledge and best management practices are transferred to industry and producers as effectively as possible. Committee members will include senior representatives from throughout the value chain.

- To allow more focus on priorities, some CCC programs will be transferred to other parts of the value chain. For example:
 - The CCC will be reducing its role in administering the Canola Performance Trials and transferring this responsibility to stakeholders.
 - The CCC team will be less involved in provincial disease and pest surveying.
- Some activities, such as the Ultimate Canola Challenge and sentinel site program, will be wrapped up.

Brand Health

- With canola firmly established in several large markets, consumer-oriented promotion efforts will be discontinued in established markets. CCC's involvement in marketing will shift to maintenance and nurturing of the Canadian canola brand.
- CCC activities will maintain canola's positive brand presence in the U.S., Japan, Mexico and China. The CCC will continue to provide tools and services to assist the industry, including consumer research, promotional materials, issues management and credible information for consumers.
- The CCC will be working with the Canadian Canola Growers Association to develop and deliver a program for canola brand promotion and awareness in new and emerging markets – particularly in countries like South Korea, Vietnam and Chile, where free trade agreements are creating new opportunities.

Funding and Partnerships

- The board has adjusted the funding model to provide more predictability for annual contributions. The annual budget will no longer be determined by a levy linked to production, processing and handling. The budget will be directly tied to priorities and programs, with 50% of the funding provided by producer groups and the other 50% provided by the industry.
- The CCC's core budget for 2019 will be \$5.2 million, adjusted from \$8.7 million in 2017.
- The CCC has renewed its commitment to partnerships that will build efficiencies and best serve industry needs. Current examples include:
 - Collaboration on policy and advocacy with the Canadian Canola Growers Association, Canadian Agri-Food Trade Alliance and Canada Grains Council.
 - Combining the CCC annual convention and the Canada Grains Council annual symposium into a joint Canadian Crops Convention in 2019.
 - Partnering with Cereals Canada and Pulse Canada to deliver the Keep it Clean awareness program.
 - Service agreements with the Flax Council of Canada and Canadian Oilseed Processors Association aimed at improving outcomes and value to members through close collaboration.